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Source: https://www.industrydocuments.ucsf.edu/docs/ptln0004

An event with impact inside.

MERIT
P.O. Box 7229
Kankakee, IL 60902

POST CARD
U.S. POSTAGE
PAID
MERIT NO. 75
SCHAUMBURG, IL

# the MERIT Memo

Vol. 3 August 1993

SPECIAL DELIVERY Genuine Flavor AT EVERY LEVEL of LOW TAR

Dear P.M. Sales Force,

Get ready to strike it big with Merit Bowling—our first event sponsorship in quite some time. And we're going all out with it.

From nationwide qualifying rounds to championship competition in Reno, Nevada, the $125,000 Merit Pro/Am Championship is a full-scale consumer event designed to build awareness of Merit.

Why bowling? Well, consider that according to BPAA estimates, 40% of all league bowlers smoke and bowling centers are smoker-friendly places. And research indicates that Merit smokers enjoy the sport. Frankly, the Merit/bowling fit couldn't be better—a perfect vehicle to increase visibility and enhance the Merit brand.

As part of the program, the "Buy 2 Packs Of Merit—Bowl A Free Game" cards will be shipped during the early weeks of September to retailers located near participating bowling centers. All you have to do is keep your eye out for the Merit Bowling counter cards in retail outlets in your area.

We'll handle the rest—the national FSI drop, posters, banners and so forth. Check out all the details inside.

It's big. It's Merit Bowling. And it's ready to roll.

Til the next Merit Memo,

Norma Suter

Norma Suter

P.S. Keep a lookout for those Merit Bowling counter cards!

Inside this issue
Merit Bowling Details!

Introducing

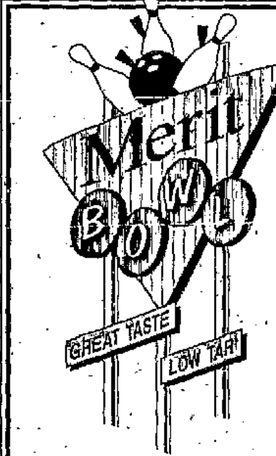
MERIT BOWLING

DETAILS on BACK!

## participating bowling centers

# "BOWLING"

| Market ID | Market Name | Participating Bowling Centers | Counter Card Allocations |
|---|---|---|---|
| [illegible] | ALBANY | 11 | [illegible] |
| [illegible] | CHARLOTTE | 15 | 37 |
| [illegible] | JACKSON | 6 | 156 |
| [illegible] | [illegible] | 75 | 675 |
| [illegible] | DENVER | 31 | 775 |
| [illegible] | BANGOR | 1 | 29 |
| [illegible] | BOSTON | 5 | 100 |
| [illegible] | HARTFORD | 20 | 500 |
| [illegible] | RHODE ISLAND | 1 | 25 |
| [illegible] | SYRACUSE | 19 | 475 |
| [illegible] | BUFFALO | 16 | 400 |
| [illegible] | NEW YORK | 37 | 975 |
| [illegible] | PHILADELPHIA | 15 | 375 |
| [illegible] | HARRISBURG | 22 | 550 |
| [illegible] | BALTIMORE | 7 | 175 |
| [illegible] | WASHINGTON | 18 | 450 |
| [illegible] | RICHMOND | 10 | 750 |
| [illegible] | RALEIGH/DURHAM | 13 | 325 |
| [illegible] | COLUMBIA | 12 | 300 |
| [illegible] | GREENVILLE | 11 | 275 |
| [illegible] | KNOXVILLE | 4 | 100 |
| [illegible] | NASHVILLE | 11 | 275 |
| [illegible] | ATLANTA | 12 | 300 |
| [illegible] | BIRMINGHAM | 5 | 125 |
| [illegible] | SAVANNAH | 5 | 125 |
| [illegible] | JACKSONVILLE | 3 | 75 |
| [illegible] | PENSACOLA | 6 | 150 |
| [illegible] | ORLANDO | 34 | 690 |
| [illegible] | TAMPA | 41 | 1025 |
| [illegible] | MIAMI | 5 | 125 |
| [illegible] | ST. LOUIS | 20 | 750 |
| [illegible] | SPRINGFIELD | 17 | 425 |
| [illegible] | LITTLE ROCK | 8 | 150 |
| [illegible] | NEW ORLEANS | 9 | 225 |
| [illegible] | LAKE CHARLES | 6 | 150 |
| [illegible] | DES MOINES | 40 | 1000 |
| [illegible] | OMAHA | 67 | 1550 |
| [illegible] | KANSAS CITY | 30 | 750 |
| [illegible] | TULSA | 28 | 700 |
| [illegible] | OKLAHOMA CITY | 56 | 1400 |
| [illegible] | DALLAS/FT. WORTH | 22 | 550 |
| [illegible] | MIDLAND | 7 | 175 |
| [illegible] | ALBUQUERQUE | 15 | 375 |
| [illegible] | HOUSTON | 16 | 250 |
| [illegible] | WACO/TEMPLE | 11 | 275 |
| [illegible] | SAN ANTONIO | 12 | 300 |
| [illegible] | PITTSBURGH | 8 | 200 |
| [illegible] | CLEVELAND | 58 | [illegible] |
| [illegible] | COLUMBUS | 12 | 300 |
| [illegible] | CINCINNATI | 71 | [illegible] |
| [illegible] | DETROIT | 44 | [illegible] |
| [illegible] | GRAND RAPIDS | 31 | 475 |
| [illegible] | TOLEDO | 25 | 625 |
| [illegible] | INDIANAPOLIS | 8 | 200 |
| [illegible] | LOUISVILLE | 12 | 550 |
| [illegible] | LEXINGTON | 8 | 200 |
| [illegible] | CHICAGO | 57 | [illegible] |
| [illegible] | PEORIA | 30 | 750 |
| [illegible] | GREEN BAY | 7 | [illegible] |
| [illegible] | MINNEAPOLIS | 62 | 1550 |
| [illegible] | SIOUX FALLS | 31 | 700 |
| [illegible] | ALASKA | 5 | 125 |
| [illegible] | SPOKANE | 43 | [illegible] |
| [illegible] | SEATTLE | 53 | 525 |
| [illegible] | PORTLAND | 31 | 675 |
| [illegible] | SALT LAKE | 1 | 75 |
| [illegible] | PHOENIX | 19 | 475 |
| [illegible] | SACRAMENTO | 37 | 475 |
| [illegible] | SAN FRANCISCO | 34 | 750 |
| [illegible] | FRESNO | 8 | 200 |
| [illegible] | HAWAII | 1 | [illegible] |
| [illegible] | LOS ANGELES | 30 | 675 |
| [illegible] | SAN DIEGO | 5 | 125 |




## the name of the game

**Benchwork**—*Conversation or actions intended to upset opponents.*

**Cherry**—*Taking out only the front pins to set up a spare.*

**Dodo**—*Illegally weighted or improperly balanced ball which produces an unusual hook.*

**Lily**—*The almost impossible 5-7-10 split.*

**Mother-in-law**—*The 7 pin, the only one left in the corner.*

**Mule Ears**—*The 7-10 split.*

**Pie Alley**—*A lane that is easy to score on.*

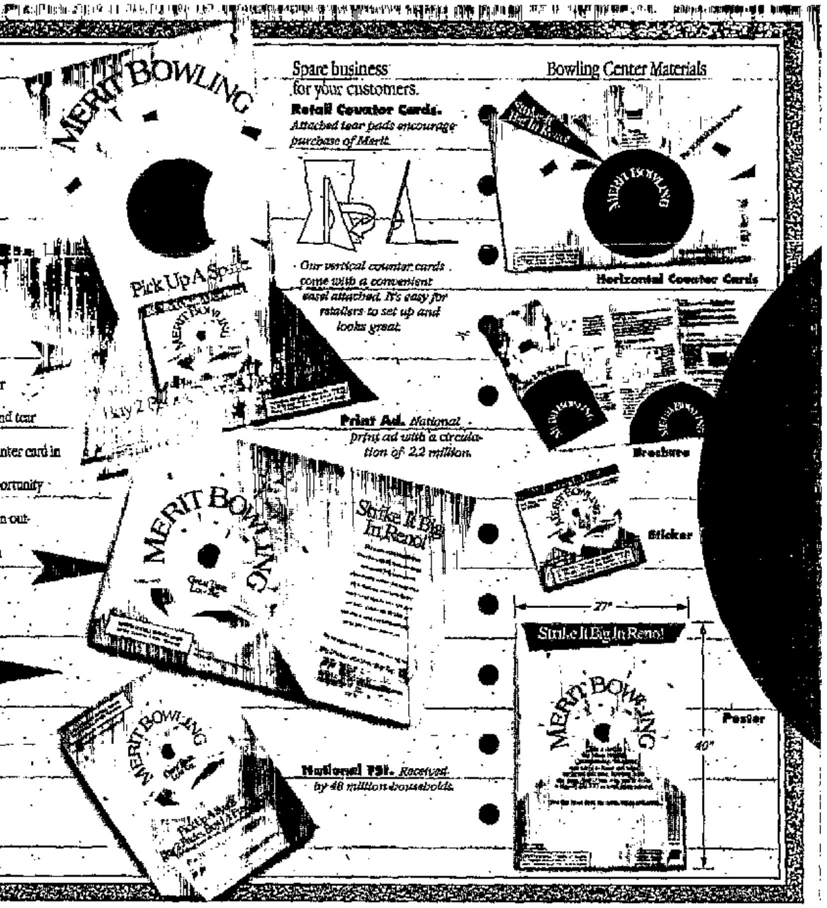
**Railroad**—*When two or more pins are left standing and there are none in between.*

**Throw Rocks**—*To throw strike balls.*

**Woolworth**—*A 5-10 split.*

# WE'RE ROLLIN' NOW!

Merit Bowling "Buy 2 Packs Of Merit— Bowl A Free Game" counter cards will be force shipped to targeted retailers. A letter will be included with the counter cards and tear pads asking the retailer to display the counter card in a prominent area. If there is an opportunity for you to place additional counter cards in outlets near participating bowling centers, you can order them through PM Express using Kit #76424. Your Unit Manager will receive a list of retailers in your section who will be force shipped the counter cards.




## Spare business for your customers.

**Retail Counter Cards.** *Attached tear pads encourage purchase of Merit.*

*Our vertical counter cards come with a convenient easel attached. It's easy for retailers to set up and looks great.*

**Print Ad.** *National print ad with a circulation of 2.2 million.*

**National FSI.** *Received by 48 million households.*

## Bowling Center Materials

**Horizontal Counter Cards**

**Brochure**

**Sticker**

**Poster**

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